

## **Seminar "Media and advertising in China"**

Welcome!

Thank you for your interest in our seminars.

### **Would you like to open a publishing house or advertising enterprise in China?**

This seminar is for publishing houses and agencies which would like to publish articles/books in China and provide advertising on your own and other products as well. It is also, however, aimed at other companies facing the challenge of finding Chinese costumers by advertising as well.

#### **Media Law**

Here we will discuss publishing in China, despite the general ban on publisher's activities. Furthermore, the import and export of foreign publications is also explained with regard to the initial position, the market opening as well as the co-publishing arrangement. Moreover, it is discussed which framework conditions need to be dealt with for the sale of home publications and founding distribution companies. The tolerance of foreign direct investments is also picked out as a central theme.

#### **Advertising Law**

The current legal frameworks and basics of advertising are explained as well as the execution of advertising orders. Furthermore, we deal with the special features of the Chinese advertising ban as well as the required documents and approval duties.

In the seminar, we also go into the special features of Internet advertising in China and the publishing of job advertisements.

#### **Liability**

The basics of liability with regard to legal basics and concerning administrative law are shown here. In addition, we also go into civil law and criminal liability in China.

#### **A sample of questions answered in this seminar:**

- How can publications be published in China?
- What meaning has the ban on publishing activities?
- Under which legal prerequisites can foreign publications be imported and exported?
- How is it with regard to market opening and the initial position in China?
- What is a co-publishing arrangement in China and how is it used?
- Which framework conditions are important in the sale of home publications?
- How can a distribution company be founded?
- Under which prerequisites are foreign direct investments possible in this area?
- What are the basics of Chinese advertising law and the framework conditions of advertising?
- How can publicity orders be carried out?

- Which special features have to be taken into account when dealing with the Chinese advertising ban?
- Which documents have to be submitted and what are the approval duties like?
- Which special features have to be taken into account with Internet advertising and e-commerce?
- How are job advertisements relevant to advertising law?
- Which liability consequences does the violation of these rights cause?
- What is the difference in this area between the civil law and criminal liability in China?
- How can a foreigner found advertising companies through direct investments in China?

### **Participants:**

Management, media and advertising enterprise, press

### **Methods:**

Lectures, group discussions, practice examples, case studies

### **Language:**

Both the seminar and the documents are in German, but can also be provided in English.

### **Seminar duration:**

2 days from 9.00 - 15.00.

### **The seminar location:**

The seminar can take place both within the company and as an open seminar.

### **Your advantages:**

### **After the seminar you know:**

- 1) how Chinese publishing houses work
- 2) how somebody can publish print media in China
- 3) which framework conditions are important in the sale of media
- 4) how somebody can operate correct Internet advertising in China
- 5) which legal basics have to be taken into account when advertising in China
- 6) which liability in case of illegal advertising your company carries
- 7) which laws you must take into account with job advertisements in China
- 8) how to import and export foreign media to China
- 9) much more.

### **After the seminar you will be able to:**

- 1) publish advertising in China correctly
- 2) found a media and advertising enterprise in China
- 3) sell publications in China
- 4) carry out the import/export of publications in China

- 5) publish correct job advertisements
- 6) deal with your Internet advertising correctly
- 7) enter the market as a media or advertising enterprise
- 8) observing the Chinese advertising ban correctly
- 9) much more.

**You are taught by experts:**

- 1) who know Western law as well as Chinese law
- 2) who are experts in the areas of law consulting and management consulting for China
- 3) who work as a German-Chinese coach tandem

**The seminar coaches:**

**René C. Steininger** studied Business Management specializing in International and Intercultural Management related to China, Management Consulting and Finance, including Insurance Management and has further qualifications, such as Human Resource Management. Mr. Steininger is Managing Director of China Expert Consulting.

He speaks English, Chinese and some Cantonese besides his mother tongue of German and he grew up together with Chinese people in Germany.

Mr. Steininger has spent several years in China and was Managing Director of a management consulting firm in Hong Kong. He worked in the financial services sector for more than 10 years prior to that. Extensive research stays and discussions with famous Chinese people like:

- Dr. Stan Shih, founder and Chief Executive Officer of the computer company Acer Inc. in Taiwan.
- Prof. Dr. Teh Cheng Kong, head of the family and direct descendant of Confucius in the 77th generation, consultant for the constituent meeting of China, Senior Adviser to the President and former President of the Examination Yuan of China.
- with representatives of the central government of the People's Republic of China
- as well as members of the family of the former Chinese Emperor Pu Yi.

**Jia LI**, Chinese lawyer, Managing Director of China Expert Consulting, Germany, studied Chinese and German Law at elite universities in China and Heidelberg/Germany. He is a Bachelor of Law and a Master of Law (LL.B and LL.M) and undertook additional university studies in German tax law. He has worked as a lawyer in China and as Management Consultant for a large German consulting company previously and is also a doctoral candidate of law.

Mr Li speaks fluently Chinese, English and German. He has a comprehensive knowledge of the Chinese culture, management consulting in China and in Chinese law and tax law.